EXPORTERS DIGEST

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NCE Sri Lanka ® Voice of the Exporter

* Exporters Digest | 31st Edition *

31ST NCE EXPORT AWARDS - 2023
ADAPTING TO GLOBAL SHIFTS
SRI LANKAN EXPORTERS EMBRACING CHANGE

DEC 08

Shangri-La Colombo



Embracing the Festive Spirit and Excellence in Exports ! Unwrapping Success at the 31st NCE Export Awards this Christmas Season!

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NCE Export Awards



31ST NCE EXPORT AWARDS - 2023
ADAPTING TO GLOBAL SHIFTS
SRI LANKAN EXPORTERS EMBRACING CHANGE

December 08th 2023

We are delighted to announce the much-anticipated return of the NCE Export Awards, marking its 31st consecutive year as a prominent fixture in Sri Lanka's business calendar. Set to unfold on December 8th at the Hotel Shangri-La Colombo, this event is poised to be a momentous occasion for the Sri Lankan export community.

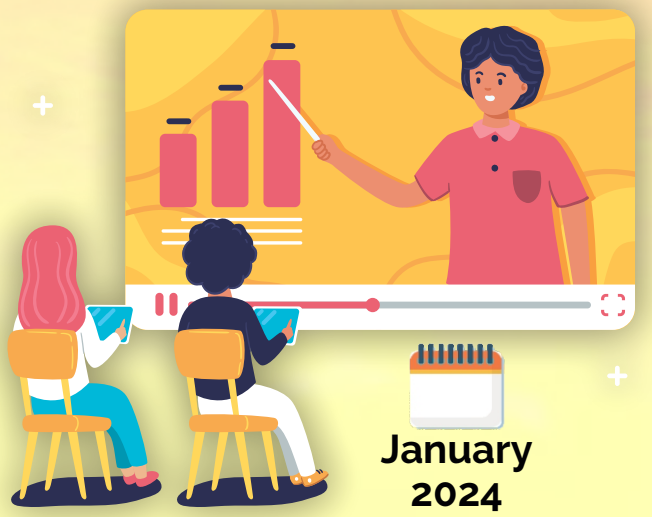
The NCE Export Awards stand as a distinguished platform to acknowledge and celebrate the exceptional contributions of our nation's exporters to the economic landscape. The event is set to be attended by Special Invitees, Diplomats, and Award winners, elevating its significance as a prestigious gathering.

The NCE Export Awards 2023 transcends mere celebration; it serves as a testament to the ceaseless pursuit of excellence, innovation, and an unyielding commitment to pushing the boundaries of Sri Lanka's export sector. As we look forward to this event, we anticipate an evening that not only honours achievements but also underscores the resilience and ambition that characterize our thriving export community.

PCQI Training

The NCE is pleased to announce a valuable training opportunity tailored for food and beverage exporters seeking to enter the United States market. Compliance with stringent food safety regulations is imperative for successful exports to the USA. Elevate your products to meet the highest standards by participating in our Preventive Controls Qualified Individual (PCQI) Training.

This comprehensive training, scheduled for the last week of January 2024, is designed to equip participants with the requisite knowledge and skills essential for navigating and adhering to the rigorous food safety regulations mandated by the U.S. market.



January 2024

Join us to empower your team, ensuring they possess the expertise necessary for achieving success in the dynamic landscape of food and beverage exports to the USA. Don't miss this opportunity to enhance your capabilities and establish a solid foundation for your ventures in the U.S. market.

NCE Joins the 23rd EDB Exporters Forum



The 23rd EDB Exporters Forum took place successfully on November 2nd at the EDB Training Arena. The event was chaired by Honorable Dilum Amunugama, the State Minister of Investment Promotion.

During the forum, the National Chamber of Exporters (NCE) had a prominent presence and brought attention to the challenges faced by exporters in promoting their brands internationally. The NCE emphasized the significance of Sri Lanka's accession to the Madrid Protocol, an international treaty for trademark registration. The Director General of the National Intellectual Property Office (NIPO) also actively participated, and in-depth discussions on this matter took place.

In response to the concerns raised, Honorable Minister Amunugama decided to initiate a separate discussion with the Ministry of Trade. The goal is to expedite the process of Sri Lanka's accession to the Madrid Protocol by establishing a clear timeframe for the completion of the project. NCE has committed to keeping its members informed about any developments in this regard.

Recognition of the Panel of Judges and Event Partners of the NCE Export Awards 2023.



In commemorating the 31st NCE Export Awards, an exclusive event was organized by the National Chamber of Exporters (NCE) on November 10, 2023, at the Granbell Hotel, Colombo 3. This gathering served as a platform to acknowledge and express gratitude towards the event partners and the commendable efforts of the distinguished Panel of Judges.

The Judges, present at the event, were duly honoured with tokens of appreciation for their exceptional contributions throughout the rigorous judging process. Mr. Jayantha Karunaratne, the President of NCE, extended a warm welcome to the attendees, while Mr. Shiham Marikar, the Secretary General/CEO, provided valuable insights into the forthcoming NCE Export Awards. During the event, the President and the Secretary General/CEO graciously accepted sponsorship placards from the Event/ Strategic partners, Print Media Partner, Strategic Knowledge Partner, and the main sponsor. Notably, the 31st Annual Export Awards, organized by the NCE, are slated to take place on December 8, 2023, at the prestigious Hotel Shangri-La in Colombo.

It is noteworthy that the main sponsor for this prestigious occasion is Expack Corrugated Cartons PLC, underscoring their pivotal role in supporting and contributing to the success of the event.

Congratulations to Dr. Lakmini Mendis on Appointment as Director General of the Department of Commerce



On November 15, 2023, Mr. Shiham Marikar, Secretary General/CEO of the National Chamber of Exporters (NCE), and Mr. Jalinda Karunarathne, Council Member of NCE, had the honour of meeting Dr. Lakmini Mendis at the Department of Commerce (DOC) office. The purpose of the meeting was to extend heartfelt congratulations to Dr. Mendis on her recent appointment as the Director General.

During the meeting, Mr. Marikar and Mr.Karunarathne conveyed the NCE's sincere congratulations and expressed their commitment to supporting Dr. Mendis in her future endeavours and projects within the Department of Commerce. This gesture underlines the NCE's dedication to collaborating with the DOC under Dr. Mendis's leadership. The occasion was also graced by the presence of Mr. Nalinda Wijerathne, Director of Commerce, who joined in extending warm wishes to Dr. Mendis. The gathering was captured in a photograph, symbolizing the unity and collaborative spirit between the Department of Commerce and the National Chamber of Exporters.

Wishing Dr. Lakmini Mendis continued success in her new role as Director General, the NCE looks forward to a fruitful partnership that will contribute to the growth and development of commerce in the region.

Accession to Madrid Protocol

NCE officials convened a pivotal meeting on November 15, 2023, with Mr. A.M.P.A. Atapattu, Secretary of the Ministry of Trade, Commerce, and Food Security, and Mrs. Geethanjalie Ranawaka, Director General of NIPO, to deliberate on Sri Lanka's accession to the Madrid Protocol. Among the distinguished participants were Mr. Jalinda Karunaratne, Council Member of NCE and Director of Imperial Teas Group, as well as Mr. Jairo Andres Villamil Diaz, Senior International Specialist of UNIDO, and representatives from the Export Development Board (EDB).



The significant gathering took place at the Ministry of Trade, Commerce, and Food Security in Colombo 03.

The 11th NCE Council and Management Committee Meeting 2023





The 11th meeting of the National Chamber of Exporters (NCE) Council and Management Committee took place on November 16, 2023, at the Best Western Elyon Colombo. The gathering was well-attended by both Members of the Management Committee and the Council. Hon. Dilum Amunugama, the Minister of Investment Promotion of Sri Lanka, actively participated in the discussions, which primarily centered around issues related to Value Added Tax (VAT) and electricity charges. During the meeting, Hon. Minister Amunugama emphasized that, as part of the new restructuring, investments, industries, exports, and promotions will fall under a single ministry. Furthermore, the Export Development Board (EDB) and the Board of Investment (BOI) are set to be merged into a Commission, creating a streamlined, one-stop shop. This unified platform aims to facilitate exporters in obtaining certificates and documents efficiently under one roof.

The meeting served as an excellent platform for members to engage in meaningful discussions, exchange valuable insights, and strategically plan for upcoming events and initiatives.

Seminar on 'Navigating Challenges for Effective Logistics Management'



The National Chamber of Exporters of Sri Lanka (NCE) organized a seminar entitled 'Navigating Global Challenges for Effective Logistics and Shipping Management' on November 21, 2023, at the Galadari Hotel, Main Ballroom, drawing the participation of over 120 exporters.

The primary objective of the event was to foster awareness among importers and exporters regarding the profound impact of global challenges on logistics and shipping management. Mr. Sean Van Dort, Chairman of the Shippers Council, underscored the prevalence of corruption within the local shipping industry and urged immediate measures to address this issue. He proposed the implementation of competitive salaries as a viable solution to mitigate corruption.

The panel discussion featured with following members:

- Mr. A.M.A.B Atapattu - Director License of Merchant Shipping Secretariat, Ministry of Ports, Shipping, and Aviation.
- Mr. Channa Gunawardena - Chairman of the Sri Lanka Logistics & Freight Forwarders Association (SLFFA).
- Mr. Pradeep Alexander – Director/CEO of CSBM Campus & Financial Consultant.
- Mr. Jayantha Karunarathne – Managing Director of Imperial Teas (Pvt) Ltd and President of the NCE.
- Mr. Dilan Wijegoonawardena – Assistant General Manager International of Seylan Bank PLC.
- Mr.Sean Van Dort - Chairman of the Shippers Council

The panel was expertly moderated by Mr. Shiham Marikar, the Secretary General/Chief Executive Officer of NCE.

Seylan Bank PLC played a pivotal role as the main banking partner for the event,further enhancing the seminar's significance and impact.

Sampath Bank in association with National Chamber of Exporters (NCE) host the certificate awarding ceremony on 'Ethical Trading'



The National Chamber of Exporters (NCE) recently organized a distinguished certificate awarding ceremony to honor 15 member export companies for their successful completion of the Certificate of Ethical Trading (CET) evaluation process. This collaborative initiative with Sampath Bank PLC exemplifies a strategic partnership aimed at bolstering Sri Lankan exports in the global market.

The ceremony, held on November 22nd at Sampath Bank's Head Office, underscored the commitment of both NCE and Sampath Bank to nurture a long-lasting and mutually beneficial working relationship. This partnership serves as a pivotal avenue for advancing Sri Lankan products and services on the international stage.



During the ceremony, Mr. Jayantha Karunarathne-President of NCE, and Mr. Shiham Marikar- Secretary General of NCE, alongside other dignitaries such as Mr. Canisus Fernando- Chairman of Indexpo Certification Limited, and Mr. Farhath Amith-Management Committee Member of NCE and Board Member of Indexpo Certification Limited, played significant roles in recognizing and applauding the achievements of the honoured companies.

Sampath Bank in association with National Chamber of Exporters (NCE) host the certificate awarding ceremony on 'Ethical Trading' Contd.

Mrs. Shashi Kandambi Jassim, Snr. Deputy General Manager - International Banking - Sampath Bank PLC, had the privilege of conferring the prestigious certificates to the winning companies. The event served as a platform to acknowledge and celebrate the ethical trading practices upheld by these companies in their respective industries.

The companies that were recognized at the ceremony include:

- LAUGFS Corporation (Rubber) Limited
- Eco Transfer Prints (Pvt) Ltd
- Ceylon Cold Store PLC
- Green Space International (Pvt) Ltd
- Advantis Freight (Pvt) Ltd
- Keells Food Products PLC
- Neil Fernando & Company (Pvt) Ltd
- Nestle Lanka PLC
- Toyo Cushion Lanka Pvt. Limited
- McLARENS Containers (Private) Limited
- Scanwell Customs Brokers Pvt Ltd
- Bogala Graphite Lanka PLC
- Advantis Express Pvt Ltd
- Agacia Ceylon (Pvt) Ltd
- Belden Industries (Pvt) Ltd



This event not only recognized the exemplary efforts of these companies in ethical trading but also symbolized the collective commitment of the NCE and Sampath Bank PLC to elevate the standards of Sri Lankan exports on the global stage.

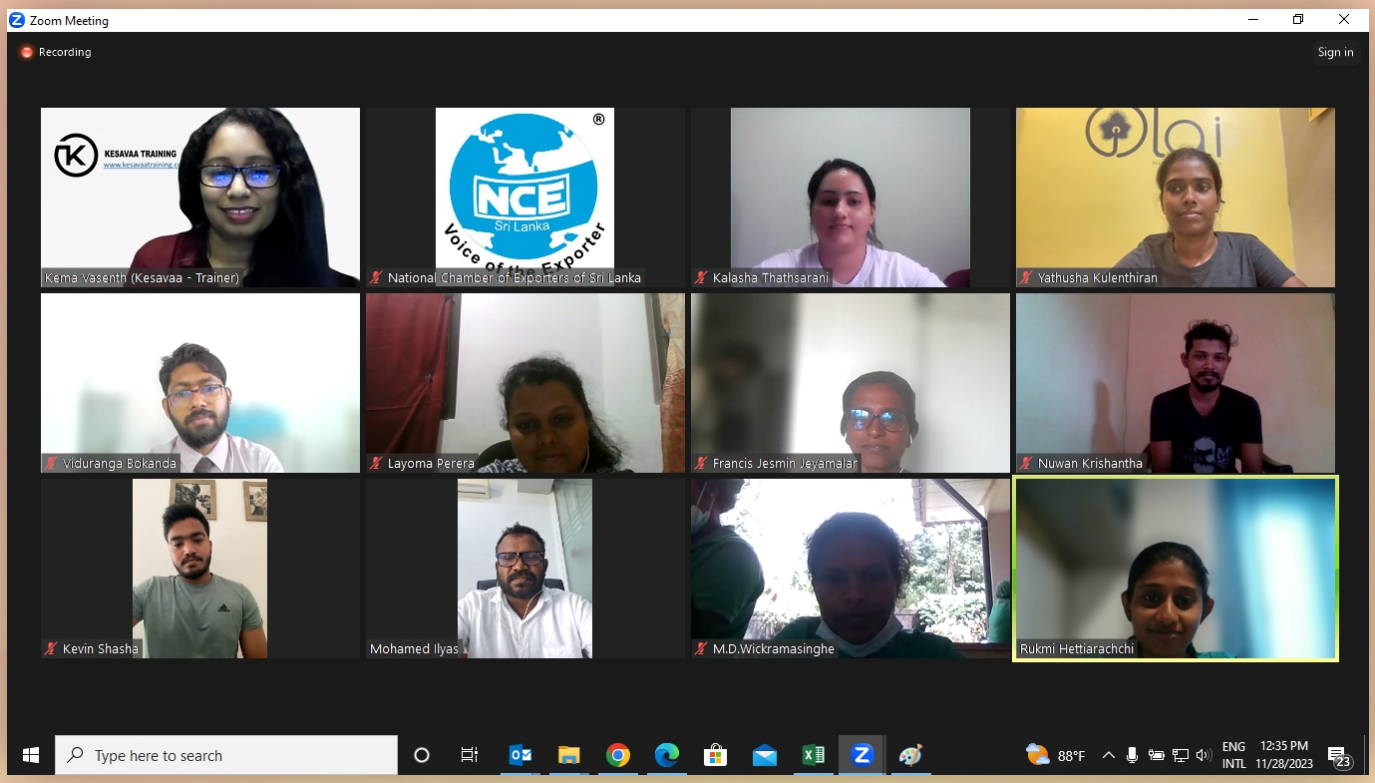








PCQI Training Sessions held on 28th , 29th and 30th November 2023



The National Chamber of Exporters of Sri Lanka, in collaboration with HNB, conducted a 'Preventive Controls Qualified Individual Course (PCQI)' for company personnel working in food production and packaging facilities and beverages. This program plays a crucial role in ensuring the highest standard of safety and quality in the sector. The course took place from 28th , 29th and 30th November 2023, for a total of 20 hours. Using the ease and accessibility of e-learning, the training was delivered via Zoom, allowing participants to participate remotely. There were 10 participants present at this time.

Congratulations





Congratulations to Mr. Farhath Amith , Member of the NCE Management Committee who was elected as one of the two Vice Presidents of SRI LANKA USA BUSINESS COUNCIL at AGM on 27th October 2023 held at Hilton Residencies



A unique Certificate
Exclusively for NCE Members

Be an Ethically Certified Exporter

The National Chamber of Exporters of Sri Lanka (NCE) issues the "Certificate of Ethical Trading (CET)" in collaboration with INDEXPO certification Limited to member exporters of NCE who follow Ethical Trading and Conformity to Good Environmental and Social Practices, based on 08 principles which have been developed and followed by the chamber.

MAIN BENEFITS

- A Credible Certificate of value from the National Chamber of Exporters of Sri Lanka.
- Comply with international standards on ethical behavior, labour, environment etc.
- Confirms adherence to Good Trading Practices.
- Provides your enterprise a competitive advantage in international markets.
- Serves to attract the attention of stakeholders in the international market place, particularly buyers.
- Recognized by various Government and Private sector stake holders

ENDORSED BY

INDIAN IMPORTERS CHAMBERS OF COMMERCE AND INDUSTRY

Brussels CHAMBER OF COMMERCE

APPLY NOW!

Contact us on +94 114344661 or email to *nce@nce.lk*

For more information visit *https://nce.lk/certificate-of-ethical-trading/*

NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA
No. 131/6, Elvitigala Mawatha, Colombo - 08, Sri Lanka.
Hot Line: +94 114651765 Fax: +94 112372818 Email: nce@nce.lk Web: www.nce.lk

More Info

CERTIFICATE OF ETHICAL TRADING

The following NCE Members have been awarded the CET and conform to changing regulatory needs and consumer preferences through good practices related to Trade, labour, Ethical behavior,Environment & Society.

99x	Advantis Projects and Engineering (Pvt) Ltd	Asiabike Industrial Limited
Bio food Exports (Pvt) Ltd	Brilliant Cuts (Pvt) Ltd	Ceyline Maritime Services (Pvt) Ltd
Ceylon Jewelry Manufacturers (Pvt) Ltd	Colombo Export and Import Agencies (Pvt) Ltd	D. Samson Industries (Pvt) Ltd
Diamond Cutters Limited	Diamond International Lanka (Pvt) Ltd	dkw-Aqua International (Pvt) Ltd
Dutch Lanka Trailer Manufacturers Limited	E-Silk Route Ventures (Pvt)Ltd	Farmchemie Manufacturers (Pvt) Ltd
Flex Film International (Pvt) Ltd	GreenKeepers (Pvt) Limited	Green Way Asia Lanka (PVT) Ltd

CERTIFICATE OF ETHICAL TRADING

The following NCE Members have been awarded the CET and conform to changing regulatory needs and consumer preferences through good practices related to Trade, labour, Ethical behavior,Environment & Society.

Halal Accreditation Council (Guarantee) Limited

hSenid Business Solutions (Pvt) Ltd

Imperial Tea Exports (Pvt) Ltd

Janet Lanka (Pvt) Ltd

Kandrick Tea Beverages Lanka

LAUGFS Corporation (Rubber) Limited

Lumbini Aquaria International (Pvt) Ltd

Mabroc Teas (Pvt) Ltd

Macksons Paints Industries (Pvt) Ltd

Maliban Biscuit Manufactories (Pvt) Ltd

Miami Clothing (Pvt) Ltd

Napronet (Pvt) Ltd

Nidro Supply(Pvt) Ltd

Oceaneeds (Pvt) Ltd

Pan Asia Coloured Yarns (Pvt) Ltd

People's Organisation for Development Import and Export

Regency Teas (Pvt) Ltd

Rhino Roofing Products Limited

CERTIFICATE OF ETHICAL TRADING

The following NCE Members have been awarded the CET and conform to changing regulatory needs and consumer preferences through good practices related to Trade, labour, Ethical behavior,Environment & Society.

Rileys (Pvt) Ltd

Riococo Lanka (Pvt) Ltd

Samson Bikes (Pvt) Ltd

Samson Manufacturers (Pvt) Ltd

Samson Rajarata Tiles (Pvt) Ltd

Samson Rubber Products (Pvt) Ltd

Scanwell Logistics Colombo (Pvt) Ltd

Sierra Cables PLC

Spectra Integrated Logistics (Pvt) Ltd

Spectra Logistics (Pvt) Ltd

Statesman Hats (Pvt) Ltd

Tantra (Pvt) Ltd

Taprobane Seafoods (Pvt) Ltd

Textrip (Pvt) Ltd

Tropikal Life International (Pvt) Ltd

Wichy Plantation Company (Pvt) Ltd

Dollar to Sri Lankan Rupee Currency Exchange Rate Prediction

As December approaches, investors and traders are closely monitoring the Dollar to Sri Lankan Rupee (USD/LKR) exchange rate, considering potential trends. Key factors, including economic data releases, geopolitical events, and global sentiment, will shape the exchange rate in the upcoming month. Remaining vigilant and adaptable to market developments is crucial for those engaged in USD/LKR trading. Economic indicators, geopolitical shifts, and global sentiment will influence the currency pair, making it imperative for investors to stay informed and make strategic decisions based on real-time information. Given the inherent uncertainties, a cautious and well-informed approach will be essential for navigating the USD/LKR exchange rate in December 2023.

Dollar to SL Rupee forecast for the upcoming days..

Date	Rate	Min Rate	Max Rate
2023-12-01	329.990	329.511	330.481
2023-12-02	328.523	328.039	329.075
2023-12-03	328.371	327.861	328.887
2023-12-04	329.176	328.675	329.666
2023-12-05	329.815	329.302	330.350
2023-12-06	329.987	329.481	330.482
2023-12-07	330.669	330.163	331.188
2023-12-08	330.888	330.385	331.400
2023-12-09	329.421	328.887	329.922
2023-12-10	329.270	328.752	329.777
2023-12-11	330.075	329.547	330.586
2023-12-12	330.713	330.140	331.288
2023-12-13	330.885	330.295	331.467
2023-12-14	331.567	330.967	332.216

Source

OUR STRATEGIC PARTNERS

































NEW MEMBERS

Welcome to the NCE Family

The following export-oriented organizations joined the Chamber during the month of November 2023.

General Members (Ordinary / Associate)

Company	Product/Service Sector
Amana Bank PLC	Banking Services
Synex International (Pvt) Ltd	MEP Solutions - Mechanical / Electrical / Plumbing
TROPICAL HEALTH FOOD (PVT) LTD	EXPORTING PROCESSED FRUITS
VIRGIN OIL INTERNATIONAL (PVT) LTD	MANUFACTURING AND EXPORTING OF VIRGIN COCONUT OIL & COCONUT FLOUR



BRAND PROFILES

SRI LANKAN BRANDS

IN THE GLOBAL MARKET



SOME OF THE LEADING SRI LANKAN BRANDS IN THE GLOBAL MARKET

ALUMEX®
Ultimate in Aluminium Profiles

BOPITIYA
BRONZE BUSHES
Since 1981

CBL
Ceylon Biscuits Limited

EX PACK Your carton Your way

PLATINUM COCO PEAT®

Fanam International (Pvt) Ltd.
Agriculture | Coconut Coir | Poultry & Livestock

ROYAL CASHEWS
SRI LANKA
·1999·

LAUGFS RUBBER

Main Services by the Chamber

PUBLICATION OF THE "SRI LANKA EXPORTER" MAGAZINE

The Magazine is published quarterly and carries valuable articles of current interest to Exporters such as, trade information, export statistics, export market trends, export performance indicators etc. It is distributed among Member companies of the Chamber and to all trade points in Sri Lanka and overseas markets and also to leading corporate clients. The Magazine is also a powerful platform for Exporters and services providers to exporters to advertise and create awareness of their products and services.

EXPORTER DIGEST

Exporter Digest is a monthly publication released on the first of each month that highlights Chamber activities and provides brand recognition to our Exporters and Strategic Partners. This publication also includes an outline of the Chamber's upcoming events.

ISSUE OF CERTIFICATES OF ORIGIN AND RELATED EXPORT DOCUMENTS

The NCE is a designated Chamber by State authorities to issue Certificates of Origin (CO) and related documents to Sri Lankan Exporters. COs issued to both member and non-member exporters and all Members are entitled to concessionary rates that can be obtained manually or digitally.

RECOGNITION OF EXPORT PERFORMANCE

The Annual NCE Export Awards, the flagship event of the Chamber serves to recognize and reward export performance of Sri Lankan Exporters of Goods and Services, and Service Providers to Exporters. It is open for both member and non-member exporters in Sri Lanka. It is the most prestigious event in the Sri Lankan business calendar.

DISSEMINATION OF TRADE INQUIRIES AND TRADE LEADS

Trade inquiries and trade leads received from Sri Lankan missions overseas, foreign trade Chambers, and other trade organizations are disseminated to members on a timely basis. Specific trade inquiries are provided exclusively to members in the relevant sectors.

CONDUCT OF TRAINING PROGRAMMES AND WORKSHOPS

Conduct Training Programmes on export related subjects for the benefit of members and non members

PARTICIPATION IN TRADE FAIRS, EXHIBITIONS, TRADE DELEGATIONS ETC.

Participates in overseas and local Trade fairs & Trade Exhibitions and Organizes Trade Promotion Programmes and Trade Delegations, as well as Inward Buying Missions.

ETHICAL TRADING CERTIFICATION (CET) - A unique certificate Exclusively for NCE Members

The Chamber issues the 'Certificate of Ethical Trading' to Member Exporters who follow Ethical Trading and Conformity to Good Environmental and Social Practices, based on 08 Principles which have been developed and followed by the Chamber. The certification confirms that the Member Complies with international standards on ethical behavior, labour, environment etc. The CET Provides a competitive advantage in international markets.

Main Services by the Chamber
Continued..

WEBSITE FACILITIES (www.nce.lk)

The website provides free listing for member companies and frequent updates on chamber activities and Trade related information.

SECTORAL MEETINGS

The Chamber organizes monthly Sectoral meetings for members under the leadership of the Sectoral Heads in the Council of the Chamber, in order to prepare strategic plans for the sectors, and to highlight policy and operational issues which need resolution.

REPRESENTATION OF MACRO AND INDIVIDUAL ISSUES

Represents and supports individual as well as macro issues faced by members, at the relevant State Institutions and Forums, with a view to resolving them.

DISSEMINATION OF MARKET INFORMATION, TRADE STATISTICS AND BUYER INFORMATION

Trade related information sent by partnering Chambers , Sri Lankan Missions and other sources such as retailers , whole sellers and import houses are disseminated to members.

AUDITORIUM FACILITIES

Provides Auditorium Facilities to members as well as non-members to conduct meetings, workshops and training programs.

LINKING OF PRODUCERS WITH MEMBER EXPORTERS

The Chamber has a programme to link producers of agricultural fisheries and many other products especially from the Northern Province with member exporters of the Chamber, to facilitate marketing of their products in International Markets.

SUPPORTS SME'S UNDER THE 'ASPIRING EXPORTERS' PROGRAMME

The Chamber has a special 'ASPIRING Exporters' Programme to support SME's with Export Potential, providing free advisory services and specific assistance for a period of one year, to develop them to be future exporters.

THE NCE SECRETARIAT

WE ARE HERE TO SERVE YOU!



MR.SHIHAM MARIKAR
SECRETARY GENERAL/CHIEF EXECUTIVE OFFICER



MS.DILINI GAMLATHGE
SENIOR MANAGER MEMBER SERVICES / OPERATIONS



MR.SANDUN KOSWATTE
MANAGER FINANCE



MR.SUSANTHA RUPATUNGE
SENIOR EXECUTIVE



MS.RUKMI HETTIARACHCHI
SENIOR EXECUTIVE - MEMBER SERVICES



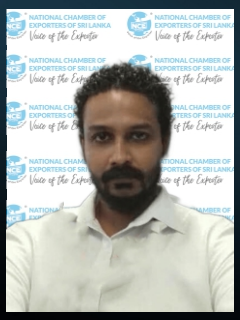
MS.STEPHANIE JOHN
ADMINISTRATIVE EXECUTIVE



MS.ANURADHA SEWWANDHI
ACCOUNT EXECUTIVE



MR. JANITH SAMARAKOON
EXECUTIVE - MARKETING & BUSINESS DEVELOPMENT



MR. AVANTHA JAYATHUNGA
EXECUTIVE - ICT



MR.VIJIN SANDEEPA
OPERATIONS ASSISTANT

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From Tradition toTransformation: Sri Lanka's Coconut Export Revolution

In response to global economic shifts, Sri Lanka is redefining its export strategy, moving beyond traditional exports like tea and rubber. This transformation centers on the versatile coconut, contributing 12% to the nation's agricultural output. Despite a shortfall in coconut supply, Sri Lanka has gained global recognition in coconut-based products, notably Desiccated Coconut (DC) and brown fiber.

The focus has shifted from traditional exports to innovative and value-added coconut products, aligning with the global shift towards healthier alternatives. Coconut milk, in particular, is experiencing unprecedented demand, offering a significant opportunity for export revenue. Sri Lanka's coconut milk stands out for its unique qualities, driving steady growth in export earnings.

Efficiency gains through industrialization have been crucial, with industrial methods proving more economically viable than traditional extraction practices. Despite a domestic coconut shortfall, reallocating consumption for industrial value-added products like coconut milk could optimize coconut resources.

To maximize coconut exports, a visionary proposal suggests implementing a value-based rebate certificate system. This system aims to import coconuts for high-demand products, ensuring economic gains and stabilizing prices for farmers. Such a strategy could bridge a looming deficit and secure a brighter future for Sri Lanka's economy.

By emulating successful regional players like Thailand and Indonesia, Sri Lanka is diversifying its coconut exports and embracing adaptability and pragmatism. This strategic shift not only unlocks economic potential but also preserves tradition, promotes sustainability, and ensures the prosperity of coconut farming communities.

In conclusion, Sri Lanka's journey towards coconut-based exports, particularly coconut milk, signifies a transformative and forward-thinking approach. This strategic shift holds the promise of a brighter future, positioning coconuts as a global export commodity driving prosperity and sustainability for the nation.

